

## Questions for focus groups

Goal: gather insight from participants – based on their OLC experiences

- to help plan our Citywide Transportation Campaign

### Discussion Questions

**Goal(s) of campaign** – what should they be?

- **SELL CAR** Could the City succeed in getting hundreds or thousands of people to sell one of their cars?
- **DRIVE LESS** Should we just focus on getting people to drive less
- **BOTH** Should we do both?

**Tools to get people to drive less or sell a car**

Overview question: Are there thousands of people ready to drive less given the proper incentives, or do they need to experience living without a car like you did in the study?

Would the following work?

- **Incentives** to sell a car
  - Trade in 2 clunkers for 1 new hybrid electric
  - Flexcar use - how much?
  - Bus pass
  - Discounts at local stores – which ones?
- **Incentives** to try other modes
  - Try a trip incentives (\$15 to try biking, riding the bus, flexcar, etc.)
  - Personal trip consultation
  - **Low cost “One Less Car” program without the stipend** (self –service voluntary version of One less car program with much less staff interaction, online diaries only, and emails of “faux” vouchers)
- Other ideas?

What Message resonate with people about driving less/owning fewer cars

- Save \$
- Environment
- Reduce traffic
- Quality of life stories – more time with family, more exercise, etc.